

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

October 15, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Carol Massie, President, McDonald's Restaurants*

*Duke Gallagher, Treasurer, The Production Group*

*Elizabeth McDonald, Secretary, Los Angeles Film School*

*Fabio Conti, Fabiolus Cucina*

*Charles Eberly, The Eberly Company*

*Brian Folb, Paramount Contractors*

*Michael Pogorzelski, Academy of Motion Picture Arts and Sciences*

*Arthur Stroyman, Kilroy Realty Corp.*

**Absent**

*Kitty Gordillo, Hollywood Wilshire YMCA*

*Melissa Logan, Amoeba Music*

*Harout Markarian, Western Diocese of the Armenian Church*

*Fred Rosenthal, Ametron*

*Katie Seymour, Windsor Communities*

*Mike Smith, Broadreach Capital*

**Consultants**

*Sarah Besley, Executive Director*

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Devin Strecker, Hollywood Property Owners Alliance*

**Guests**

*Elva Hernandez, Hudson Pacific Properties*

**I. Call To Order**

President Carol Massie called the meeting to order at 4:13 p.m.

**II. Public Comment and Introductions**

Besley introduced, Elva Hernandez to the Board. Hernandez is Vice President, Controller at Hudson Pacific Properties and is currently being interviewed by the Nominating Committee to fill one of the two seats vacated by John Given and Roxanna Sassanian.

**III. Approval of Board Minutes**

**A. Minutes from September 10, 2013**

The board reviewed the minutes from the previous meeting.

**It was moved by Brian Folb, seconded by Chuck Eberly and CARRIED unanimously to approve the Minutes from the September 10, 2013 meeting.**

#### **IV. Treasurer's Report**

- A. **Approve Treasurer's report ending September 30, 2013:** A reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report were distributed to the board. According to the cash flow statement the BID is scheduled to have about \$26,773 remaining at the end of the year, with \$32,200 saved for beautification.

**It was moved by Chuck Eberly, seconded by Arthur Stroyman and CARRIED to approve the Treasurer's Report ending September 30, 2013. The motion carried unanimously.**

- B. **2014 Budget Draft:** Gallagher presented the draft budget for 2014, which included a running list of projects and expenses for 2014.
- C. **Assessment Tracking / LAUSD payment policy:** The board to express their concern related to LAUSD's discounted payment. Staff has brought the matter to the attention to CDA, who in turn, has offered to discuss the issue with the Howard Jarvis Taxpayers Association. The board received copies of an email from Morrison to Kraig Kojian and Rex Hime, from CDA, expressing concern and the "slippery slope" that the policy sets.

#### **V. Committee & Program Reports**

##### **A. Security Committee**

1. **LAPD/Metro video camera program:** Mariani reported that the committee discussed the camera upgrade with Captain Zarcone at the last security meeting on September 10<sup>th</sup>. The cost to replace the one camera in the Sunset & Vine BID would be about \$11,000, and maintenance would cost about \$240 per month after the first year. Metro Video is organizing a tour of the camera system at Cal State Dominguez Hills, which could serve as a prototype, on Nov. 4<sup>th</sup> with LAPD, Metro, and the Media District.
2. **No solicitation ordinance:** Mariani reported that the city council approved the anti-solicitation ordinance making it illegal to solicit for tours or other commercial businesses on the public right-of-way. The new regulations will go into effect next week. There will be a press event on Monday, Oct. 21.

##### **B. Marketing & Communications**

1. **Street Pole Banner permit:** Strecker distributed an estimate from Amgraph for permit fees associated with the installation of the Sunset & Vine pole banners from 3/1/13 until 2/28/15., in the amount of \$1,209. Strecker reported that the cost has increased slightly from the previous year, however the \$604 annual fee is necessary to maintain use of the poles for the next two years.

**It was moved by Fabio Conti, seconded by Chuck Eberly and CARRIED to approve the pole banner permit, NTE \$1,300 for two years. The motion carried with one abstention (Folb).**

**C. Streetscape & Planning Committee**

1. **General Update:** Besley distributed meeting notes from the committee's meeting on September 10<sup>th</sup>. She stated that CD13 had been represented at the meeting by Marie Rumsey. The committee has started to discuss the possibility of constructing a landscaped median on Vine Street, at a cost of about \$100,000, which would be paid by the funds accumulating in the beautification budget.
2. **Maintenance RFP:** Besley stated that the committee is distributing an RFP for the maintenance contract, which is due to expire on December 31<sup>st</sup> of this year. Several members of the streetscape committee have expressed interest in serving on the selection committee, which will evaluate the proposals and interview the finalists in December.
3. **Tree Planting Project:** Besley reported that she has retained landscape architect, Diane Scanlan, to assist with the oversight and management of the tree planting project in the BID. Scanlan and Besley conducted a walk-thru to verify the original locations identified by the streetscape committee during their walk-thru in June. A second walk-thru will be scheduled with Bureau of Sanitation staff, which is providing the trees and labor for the project.

**D. Nominating Committee**

1. **Schedule and applications for 2014-2016 board seats:** Besley reported that the letter and application seeking candidates for the board was mailed to all stakeholders on October 4<sup>th</sup>. Board members who have terms expiring in February include: Markarian, Eberly, McDonald, Conti, Gordillo, Pogorzelski and Rosenthal. The Nominating Committee, comprised of Mike Smith, Melissa Logan, and Richard Falzone, will accept applications by Oct. 25<sup>th</sup> deadline.

**VI. New Business**

- A. **Statewide coalition to amend state BID law:** Morrison reported that an ad-hoc group, referred to as the California BID Alliance, is seeking funds to help draft technical legislation and secure passage of a bill to clarify and reduce ambiguity around the issue of what constitutes a general versus and specific benefit in the array of services traditionally provided by BIDs. The alliance is requesting that each BID with a budget over \$1.2 million contribute 1.5 percent of their assessment revenue to assist with the effort.

**It was moved by Brian Folb, seconded by Fabio Conti and CARRIED unanimously to join the statewide coalition to amend state BID law and pledge coalition support amounting to \$2,100.**

- B. **LaBonge motion related to limiting feeding programs on public right-of-way:** Morrison reported that the feeding program located in the Media District, at Sycamore and Romaine, has been an ongoing nuisance in the neighborhood for more than 17 years. Many people believe the time has come for the program to move onto private property. LaBonge has asked the council to explore regulating feeding programs on the public right-of-way, and has asked the Public Works Committee to take the item under consideration, and urge the City Attorney to work with the council to minimize the impact of such feeding programs.

**It was moved by Brian Folb, seconded by Chuck Eberly and CARRIED unanimously to support Councilmember LaBonge's motion to regulate feeding programs on the public right-of-way.**

## **VII. Old Business**

- A. **Passage of city-wide valet ordinance:** Morrison reported that the valet ordinance passed two weeks ago, and will go into effect 30 days after the mayor's signature, (approximately mid-November). This is something that has been in the works for years and would require basic things like valet companies having to have a master valet permit filed with LAPD, insurance, background checks for drivers, etc. They will also have to show proof to the Police Commission of their specific relationships with venues and parking lots. Hollywood will be the first community where the ordinance is implemented.

## **VIII. Staff Reports**

- A. **Report back from BID Day at City Hall:** Besley reported that the consortium members met with 12 out of 15 council offices for BID Day at City Hall. There are two remaining meetings with Councilmember O'Farrell and Councilmember Price, since they were unable to meet on September 26<sup>th</sup>. Any board member interested in attending the meeting with Councilmember O'Farrell is welcome to join the group on Oct. 25 at 4 p.m.
- B. **Software transition for CHC database:** Besley reported that Willdan is in the process of transitioning the BID's contact database from Excel to Access, to improve efficiency and accuracy. Currently the assessment roll and contact information are in a lengthy spreadsheet and the new software will have a simpler interface. Staff will present the cost of the new database and the fee for ongoing maintenance at the November meeting.
- C. **IDA Conference:** Strecker, Mariani and Besley expressed their thanks to the board for helping to support the cost of their attendance to this year's IDA Conference. The staff will deliver a presentation to the board, on what they learned, at next month's meeting.

## **IX. Next Meeting**

The next meeting is scheduled for November 12, 2013.

## **X. Adjournment**

The meeting was adjourned at 5:47 p.m.